

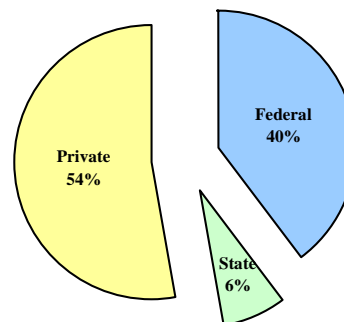


BOX ELDER COUNTY TOURISM PROFILE

| County Indicator | 2004 | 2005 | 2006 | % Change 2005-2006 | State Ranking |
|----------------------------------------------|-----------|-----------|-----------|-----------------------|------------------|
| DEMOGRAPHIC | | | | | |
| Population | 44,654 | 45,304 | 45,987 | 1.5% | 8 |
| Total Non-Ag Employment | 18,404 | 18,901 | 19,416 | 2.7% | 8 |
| Non-Ag Avg Monthly Wage | \$2,741 | \$2,953 | \$3,173 | 7.5% | 4 |
| Per Capita Income | \$23,202 | \$23,857 | \$24,531 | 2.8% | 14 |
| Unemployment Rate | 5.3% | 4.2% | 3.2% | -23.8% | 12 |
| SPENDING & EMPLOYMENT | | | | | |
| Spending by Travelers (Millions) | \$23.5 | \$21.8 | \$21.8 | 0.0% | 22 |
| Travel & Tourism Related Employment | 464 | 414 | 415 | 0.2% | 22 |
| TOURISM TAX REVENUES (000s) | | | | | |
| Local Tax Revenues from Traveler Spending | \$786.8 | \$737.2 | \$740.8 | 0.5% | 22 |
| Transient Room Tax | \$78.8 | \$78.6 | \$89.9 | 14.4% | 22 |
| Restaurant Tax | \$302.3 | \$314.8 | \$353.6 | 12.3% | 10 |
| Car Rental Tax | -- | -- | -- | -- | -- |
| Gross Taxable Retail Sales (millions) | \$414.7 | \$459.1 | \$515.8 | 12.4% | 11 |
| REGIONAL VISITATION COUNTS | | | | | |
| I-15 UT/ID Traffic Count | 3,223,315 | 3,212,000 | 3,285,000 | 2.3% | |
| I-84 UT/ID Traffic Count | 2,393,670 | 2,482,000 | 2,555,000 | 2.9% | |
| Brigham City Welcome Center | 83,360 | 72,875 | 75,196 | 3.2% | |
| Willard Bay S.P. | 138,868 | 244,049 | 325,933 | 33.6% | |
| Antelope Island S.P. | 255,155 | 272,381 | 250,886 | -7.9% | |
| Hyrum S.P. | 61,947 | 62,712 | 67,980 | 8.4% | |
| Golden Spike N.H.S. | 46,189 | 40,156 | 45,341 | 12.9% | |
| Ft. Buenaventura S.P. | NA | NA | NA | NA | |

| Land Ownership - 2006 | No. of Acres | % Total |
|-------------------------------|------------------|---------------|
| Total Acres in County | 3,539,897 | 100.0% |
| Federal Government | 1,431,159 | 40.4% |
| BLM | 1,082,789 | 30.6% |
| US Forest Service | 101,952 | 2.9% |
| National Park Service | 2,264 | 0.1% |
| National Wildlife Refuge | 38,563 | 1.1% |
| Other | 205,591 | 5.8% |
| State Government | 276,671 | 7.8% |
| Utah State Parks & Recreation | -- | -- |
| Utah State Wildlife Reserves | 29,250 | 0.8% |
| State Trust Lands | 179,456 | 5.1% |
| Other | 67,965 | 1.9% |
| American Indian | -- | -- |
| Private* | 1,905,749 | 53.8% |

Land Ownership - 2006



- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Box Elder County Tourism Profile

